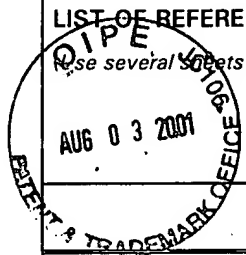


LIST OF REFERENCES CITED BY APPLICANT

(Use several sheets if necessary)



ATTY. DOCKET NO. 604.35-US1		SERIAL NO. 09/856387
APPLICANT McEwan, et al.		
FILING DATE May 21, 2001		GROUP Not Yet Assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
me	AA	5,848,397	12/08/98	Method and Apparatus for Scheduling the Presentation of Messages to Computer Users	705	14	04/19/96
me	BB	5,933,81	08/03/99	System and Method for Delivering Customized Advertisements Within Interactive Communication Systems	705	14	08/20/96
me	CC	5,937,392	08/10/99	Banner Advertising Display System and Method With Frequency of Advertisement Control	705	14	07/28/97
me	DD	5,948,061	09/07/99	Method of Delivery, Targeting, and Measuring Advertising Over Networks	709	219	10/29/96
me	EE	5,960,409	09/28/99	Third-Party On-Line Accounting System and Method Therefor	705	14	10/11/96
me	FF	6,026,369	02/15/00	Method for Distributing Advertising in a Distributed Web Modification System	705	14	05/09/97
me	GG	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97
	HH						
	II						

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FOREIGN PATENT DOCUMENTS

Group 2100

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	JJ							
	KK							
	LL							
	MM							

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

me	NN	Newswire Association Inc., entitled "Doubleclick Debuts New Tool For Testing Creative on the Web" dated May 20, 1996
	OO	

EXAMINER <i>Mangchen</i>	DATE CONSIDERED 12-8-02
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.